

**WE CLAIM:**

1. A jewelry or timepiece protection and storage device for use with a selected jewelry item, the jewelry item including a holding entity and when worn by the user at least in part surrounds a human body part, the jewelry item defining a longitudinal axis lying essential along the length of the holding entity when the jewelry item is worn by the user, and a top surface facing away from the human body part when worn, the device comprising:

an attachment component sized and configured to fit the selected jewelry item having a first fastening element and at least one second fastening element and being operatively connectable to the holding entity, the first and a second fastening element being spaced, separated by a distance substantially at least equal to the longitudinal length of a selected portion of the item as measured along the longitudinal axis of the holding entity, and the attachment component permitting visualization of a part of the selected portion of the jewelry item top surface;

a mobile covering component sized and configured to fit at least a part of the selected portion of the item, the covering component being operatively connectable to the attachment component, and the covering component having a first and at least one second operative position relative to the item when the covering component is at least partially connected to the attachment component; and wherein in a first position overlying and essentially parallel to the item top surface such that at least a part of this surface may be visually obscured by the covering component; and in a second position does not overlie and is not essentially parallel to the selected jewelry portion top surface and does not visually obscure this surface; and

a holding/storage element permitting selective input, removal, and exchange of at least one of tangible and non-tangible material operatively connected to the covering component.

2. The device of Claim 1 wherein the selected portion of a jewelry item is a in horological jewelry item is the watch body including applicable attachment appendages and in non-horological jewelry item is a ornament, a jewel, a pendant, a charm, a buckle, a holding entity clasp/closure element as applicable.

3. The device of Claim 1 wherein the aid means permitting said operative connections and operative positions are selectively an intrinsic, an integral, a permanent, an elastic or a reversible nature.

4. The device of Claim 1 wherein the device is of a stretchable or non-stretchable material, at least one of opaque, semi-opaque, translucent, semi-transparent and transparent material and having selectively pictorial/graphic and non-graphic textual/informational material content, and is selectively non-fenestrated and fenestrated with at least one aperture, and the aperture may have a lens being selectively magnifying.

5. The device of Claim 1 wherein the holding/storage element selectively includes at least one of a container that opens and closes and which selectively has means to at least one of not visually display its contents and visually display its contents including such means as at least one of a window, an aperture, a transparent portion; a clamp; a hook; a frame, selectively with and without a slotted/grooved passageway to accommodate inserts; a perimetrical receiving well or well; a suction cup; straps; magnet; ferromagnetic material; a prong; clip; screw and other suitable non-electronic holding/storage mean and all electronic devices with storage/holding capabilities of one of a digital and analog nature.

6. The device of Claim 1 having means permitting the mobile/covering component while connected to the attachment component which in turn is connected to the jewelry item's holding entity to be positioned such that the mobile/covering component does not overlie the selected portion of the jewelry item.

7. The device of Claim 1 in which said mobile/covering component and attachment component selectively have means permitting selective temporary removal or detachment of the mobile/covering component from the attachment component.

8. The device of Claim 1 containing appropriately sized at least one of: physical or electronic informational material, records or data such as personal identification, medical (medical alert) and/or non medical information, documents and notes, UPC bar code, magnetic strip and credit card related information, logo related indicia, appropriately sized physical objects and paraphernalia such as pictures, photos, artwork replicas and other graphic material, inserts, decorative plates, ornaments, miniature figurines, or jewels; medications, vitamins and supplements in such forms as pills, capsules, tablets, powders, creams and lotions; religious articles, toys, dice, games, jewelry, personal hygiene, health and beauty aids, medical test strips, lancers for blood testing, prophylactics, condoms, cosmetic items and articles such as lip gloss, lipstick, makeup, compact with mirror, mirror; manicure sets, contact lenses, magnifying mirrors or lenses, scents and perfumes, candy, mints, tobacco and smoking products such as snuff, matches, lighters, coins, postage stamps, stickers/decals, bookkeeper's resin, stationery goods, record keeping and memo taking devices, schedule planners, art supplies, keys, tape measures, thermometers, tools, batteries, compasses, other non-electronic devices, electronic and computer devices including mini computers, personal digital appliances, electronic scheduling and planning devices, electronic games, calculators, navigational, global positioning and tracking devices, mini-television, radios, cameras, audio-video equipment, sound and music devices, pagers, text messengers, phones, walkie-talkies and similar communication devices, electronic record keeping and memo taking devices, timekeeping devices, visual displays, light emitting devices, liquid crystal devices, keyless entry devices, remote control devices, alarm devices, personal security and protection devices, physiological monitoring and analysis devices including those of a cardiovascular and hematological nature.

9. The device of Claim 5 containing appropriately sized at least one of: physical or electronic informational material, records or data such as personal

identification, medical (medical alert) and/or non medical information, documents and notes, UPC bar code, magnetic strip and credit card related information, logo related indicia, appropriately sized physical objects and paraphernalia such as pictures, photos, artwork replicas and other graphic material, inserts, decorative plates, ornaments, miniature figurines, or jewels; medications, vitamins and supplements in such forms as pills, capsules, tablets, powders, creams and lotions; religious articles, toys, dice, games, jewelry, personal hygiene, health and beauty aids, medical test strips, lancers for blood testing, prophylactics, condoms, cosmetic items and articles such as lip gloss, lipstick, makeup, compact with mirror, mirror; manicure sets, contact lenses, magnifying mirrors or lenses, scents and perfumes, candy, mints, tobacco and smoking products such as snuff, matches, lighters, coins, postage stamps, stickers/decals, bookkeeper's resin, stationery goods, record keeping and memo taking devices, schedule planners, art supplies, keys, tape measures, thermometers, tools, batteries, compasses, other non-electronic devices, electronic and computer devices including mini computers, personal digital appliances, electronic scheduling and planning devices, electronic games, calculators, navigational, global positioning and tracking devices, mini-television, radios, cameras, audio-video equipment, sound and music devices, pagers, text messengers, phones, walkie-talkies and similar communication devices, electronic record keeping and memo taking devices, timekeeping devices, visual displays, light emitting devices, liquid crystal devices, keyless entry devices, remote control devices, alarm devices, personal security and protection devices, physiological monitoring and analysis devices including those of a cardiovascular and hematological nature.

10. The device as claimed in Claim 1 including selectively attachable ornamentation and decoration on any portion of the device wherein the ornamentation and decoration may include selectively at least one of a medical related symbol to call attention to the presence of medicines and/or medical (medical alert) information when applicable, jewels of any shape, logo related indicia, ornamental and decorative plates, inserts, decals and stickers, snap-on ornaments, symbols and jewels.

11. The device as claimed in claim 1 including light reflective material.

12. The device as claimed in claim 1 wherein the inserts are photographic or non-photographic transparencies and where a light emitting device provides backlighting.

13. The device as claimed in claim 1 including a visual display method and means of manufacture of inserts, the insert being made of one of paper, plastic and other suitable material and selectively opaque, semi-opaque, semitransparent, translucent, transparent or clear, and selectively pictorial or graphic and/or non-graphic textual or informational material including selectively photos, cartoon characters, sports cards, collector's cards, signs of the zodiac, artwork replicas, selectively pre-printed/pre-painted/embedded individually or in multiple quantities on sheets of paper, or plastic, then cut to be selectively placed in the device's image display frame or display cover or display container for viewing and decoration.

14. The device as claimed in claim 1 including a decorative method and means of manufacture of stick on ornaments made of material with self adhesive, selectively being made of opaque, semi-opaque, semitransparent, translucent, transparent or clear, and having pictorial or graphic and non-graphic textual/informational material, including selectively photos, cartoon characters, sports cards, collector's cards, signs of the zodiac, artwork replicas, decorative designs selectively pre-printed/pre-painted/embedded and preformed and pre-scored/precut selectively on sheets with non-stick material, being stickers/decals selectively peelable from the backing sheet. The stickers/decals are then selectively placed on the device for viewing and decoration.

15. The device as claimed in claim 1 including a decorative method and means of manufacture of ornaments made of magnetic material or ferromagnetic material, the ornaments having pictorial or graphic, non-graphic textual or informational material selectively photos, cartoon characters, sports cards, collector's cards, signs of the zodiac, artwork replicas, decorative designs selectively pre-printed/pre-painted/embedded within or laminated upon preformed and pre-scored/pre-cut

selectively individually or in multiple quantities in sheets. The ornaments are then selectively appropriately positioned on the device for viewing and decoration.

16. The device as claimed in claim 1 including a decorative method and means of printing of inserts or stickers/decals wherein pre-formatted image files are created electronically and sent on-demand electronically to the user for printed on sheet material by the user, and the inserts or stickers/decals are cut from a sheet selectively positioned on the device for viewing and decoration.

17. The device as claimed in claim 1 wherein an electronic visual display method and means of manufacture creates appropriate electronic image files for downloading via at least one of cable or wireless means, or inserted via an electronic card, disc, or cartridge into the device electronic means storage areas, then selective display in the applicable electronic visual display.

18. The device as claimed in claim 5 including a visual display method and means of manufacture of inserts, the insert being made of one of paper, plastic and other suitable material and selectively opaque, semi-opaque, semitransparent, translucent, transparent or clear, and selectively pictorial or graphic and/or non-graphic textual or informational material including selectively photos, cartoon characters, sports cards, collector's cards, signs of the zodiac, artwork replicas, selectively pre-printed/pre-painted/embedded individually or in multiple quantities on sheets of paper, or plastic, then cut to be selectively placed in the device's image display frame or display cover or display container for viewing and decoration.

19. The device as claimed in claim 8 including a visual display method and means of manufacture of inserts, the insert being made of one of paper, plastic and other suitable material and selectively opaque, semi-opaque, semitransparent, translucent, transparent or clear, and selectively pictorial or graphic and/or non-graphic textual or informational material including selectively photos, cartoon characters, sports cards, collector's cards, signs of the zodiac, artwork replicas, selectively pre-printed/pre-painted/embedded individually or in multiple quantities on sheets of paper, or plastic,

then cut to be selectively placed in the device's image display frame or display cover or display container for viewing and decoration.

20. The device as claimed in claim 9 including a visual display method and means of manufacture of inserts, the insert being made of one of paper, plastic and other suitable material and selectively opaque, semi-opaque, semitransparent, translucent, transparent or clear, and selectively pictorial or graphic and/or non-graphic textual or informational material including selectively photos, cartoon characters, sports cards, collector's cards, signs of the zodiac, artwork replicas, selectively pre-printed/pre-painted/embedded individually or in multiple quantities on sheets of paper, or plastic, then cut to be selectively placed in the device's image display frame or display cover or display container for viewing and decoration.

21. The device as claimed in claim 10 including a visual display method and means of manufacture of inserts, the insert being made of one of paper, plastic and other suitable material and selectively opaque, semi-opaque, semitransparent, translucent, transparent or clear, and selectively pictorial or graphic and/or non-graphic textual or informational material including selectively photos, cartoon characters, sports cards, collector's cards, signs of the zodiac, artwork replicas, selectively pre-printed/pre-painted/embedded individually or in multiple quantities on sheets of paper, or plastic, then cut to be selectively placed in the device's image display frame or display cover or display container for viewing and decoration.

22. The device as claimed in claim 5 including a decorative method and means of manufacture of ornaments made of magnetic material or ferromagnetic material, the ornaments having pictorial or graphic, non-graphic textual or informational material selectively photos, cartoon characters, sports cards, collector's cards, signs of the zodiac, artwork replicas, decorative designs selectively pre-printed/pre-painted/embedded within or laminated upon preformed and pre-scored/pre-cut selectively individually or in multiple quantities in sheets. The ornaments are then selectively appropriately positioned on the device for viewing and decoration.

23. The device as claimed in claim 8 including a decorative method and means of manufacture of ornaments made of magnetic material or ferromagnetic material, the ornaments having pictorial or graphic, non-graphic textual or informational material selectively photos, cartoon characters, sports cards, collector's cards, signs of the zodiac, artwork replicas, decorative designs selectively pre-printed/pre-painted/embedded within or laminated upon preformed and pre-scored/pre-cut selectively individually or in multiple quantities in sheets. The ornaments are then selectively appropriately positioned on the device for viewing and decoration.

24. The device as claimed in claim 9 including a decorative method and means of manufacture of ornaments made of magnetic material or ferromagnetic material, the ornaments having pictorial or graphic, non-graphic textual or informational material selectively photos, cartoon characters, sports cards, collector's cards, signs of the zodiac, artwork replicas, decorative designs selectively pre-printed/pre-painted/embedded within or laminated upon preformed and pre-scored/pre-cut selectively individually or in multiple quantities in sheets. The ornaments are then selectively appropriately positioned on the device for viewing and decoration.

25. The device as claimed in claim 10 including a decorative method and means of manufacture of ornaments made of magnetic material or ferromagnetic material, the ornaments having pictorial or graphic, non-graphic textual or informational material selectively photos, cartoon characters, sports cards, collector's cards, signs of the zodiac, artwork replicas, decorative designs selectively pre-printed/pre-painted/embedded within or laminated upon preformed and pre-scored/pre-cut selectively individually or in multiple quantities in sheets. The ornaments are then selectively appropriately positioned on the device for viewing and decoration.

26. The device as claimed in claim 5 including a decorative method and means of printing of inserts or stickers/decals wherein pre-formatted image files are created electronically and sent on-demand electronically to the user for printed on sheet

material by the user, and the inserts or stickers/decals are cut from a sheet selectively positioned on the device for viewing and decoration.

27. The device as claimed in claim 8 including a decorative method and means of printing of inserts or stickers/decals wherein pre-formatted image files are created electronically and sent on-demand electronically to the user for printed on sheet material by the user, and the inserts or stickers/decals are cut from a sheet selectively positioned on the device for viewing and decoration.

28. The device as claimed in claim 9 including a decorative method and means of printing of inserts or stickers/decals wherein pre-formatted image files are created electronically and sent on-demand electronically to the user for printed on sheet material by the user, and the inserts or stickers/decals are cut from a sheet selectively positioned on the device for viewing and decoration.

29. The device as claimed in claim 10 including a decorative method and means of printing of inserts or stickers/decals wherein pre-formatted image files are created electronically and sent on-demand electronically to the user for printed on sheet material by the user, and the inserts or stickers/decals are cut from a sheet selectively positioned on the device for viewing and decoration.

30. The device as claimed in claim 5 wherein an electronic visual display method and means of manufacture creates appropriate electronic image files for downloading via at least one of cable or wireless means, or inserted via an electronic card, disc, or cartridge into the device electronic means storage areas, then selective display in the applicable electronic visual display.

31. The device as claimed in claim 8 wherein an electronic visual display method and means of manufacture creates appropriate electronic image files for downloading via at least one of cable or wireless means, or inserted via an electronic card, disc, or cartridge into the device electronic means storage areas, then selective display in the applicable electronic visual display.

32. The device as claimed in claim 9 wherein an electronic visual display method and means of manufacture creates appropriate electronic image files for downloading via at least one of cable or wireless means, or inserted via an electronic card, disc, or cartridge into the device electronic means storage areas, then selective display in the applicable electronic visual display.